

ABSTRACT

Purple corn color which has a high safety and no odor in odor components since impurities (odor components, precursor thereof, a mycotoxin fumonisintc) seemingly
5 contained in the purple corn material have been eliminated therefrom; and color preparations containing the same. This purple corn color can be obtained by a preparation method comprising passing a purple corn color extract solution through an adsorption resin, washing with water,
10 and releasing the purple corn color from the resin with the use of an aqueous solution containing alcohol of 25 to 45 v/v%.